

Message Text

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67

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EUR-25 AID-20 CIAE-00 EB-11

FRB-02 INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12

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R 221220Z JAN 74

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9746

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E.O. 11652: N/A

TAGS: EIND, EC

SUBJECT: ECUADOR'S ALCOHOLIC BEVERAGES LABELING REQUIREMENTS

REF: STATE A-10062, DEC. 7, 1973

1. SINCE SCOTCH IS AN INDISPENSABLE ELEMENT IN THE SOCIAL DIET OF INFLUENTIAL ECUADOREANS AND BOURBON IS USED LESS FREQUENTLY, WE BELIEVE THAT THE BEST CHANCE FOR OBTAINING FAVORABLE MODIFICATIONS OF THE NEW LABELING REQUIREMENTS IS TO COORDINATE OUR EFFORTS WITH THE BRITISH SO THAT ANY MODIFICATION WITH RESPECT TO SCOTCH IS ALSO APPLIED TO BOURBON. THE BRITISH EMBASSY WAS RECEPTIVE TO OUR SUGGESTION OF PARALLEL AND COORDINATED APPROACHES TO THE GOE AND FILLED US IN ON WHAT THEY HAD DONE. THE BRITISH SENT A NOTE REQUESTING MODIFICATIONS TO THE FOREIGN MINISTRY ON DEC. 3, 1973, AND DISCUSSED THE NEW LEGISLATION WITH OFFICIALS IN THE MINISTRY OF FINANCE DIRECTORATE OF CUSTOMS TAXATION. IN LATE DECEMBER THE BRITISH EMBASSY WROTE TO THE SCOTCH WHISKY ASSOCIATION ASKING WHAT MODIFICATIONS PRECISELY THE INDUSTRY WOULD REQUIRE, BUT THEY HAVE NOT YET RECEIVED A REPLY.

2. ACCORDINGLY, WE SENT A NOTE TO THE FOREIGN MINISTRY DRAWING ON REFAIR AND EMBOFF CALLED ON THE DIRECTOR OF CUSTOMS TAXATION, LUIS LOPEZ. LOPEZ SAID THAT THE LABELING REQUIRE-

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MENTS WERE BEING RESTUDIED AND THAT THERE WOULD PROBABLY BE

MODIFICATIONS. LOPEZ INDICATED THAT SUCH MODIFICATIONS COULD INVOLVE THE PERFORATION REQUIREMENT AND THE BEVERAGE CONTROL STAMP, AND HE SAID HE HOPED A DECISION COULD BE REACHED BY JANUARY 25. WE WILL KEEP IN TOUCH WITH LOPEZ ON THIS.
BREWSTER

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Message Attributes

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